



Behavioral Health Consortium
Changing Perception & Stigma Committee
Thursday, January 24th, 2019
Tatnall Building, 3rd Floor
1:00-3:00PM

Our Year One Goals

We should be looking to finalize by Labor Day 2019

Barriers: Cultivate relationships with business community

Task/Activity: Educate public officials and community leaders

Support and implement "Project Purple"

Increase awareness and use of HelpIsHereDE.com

Roll Call

Committee Members Present:

Mr. Dave Humes (Co-Chair)
Mr. Steve Gonzer
Ms. Beth Jeker
Ms. Kim Jones
Ms. Cheryl Heiks
Mr. Sam Davis
Ms. Jill Fredel
Ms. Kim Jones
Ms. Lisa Coldiron
Mr. Larence Kirby
Mr. Tanner Polce (staff)
Ms. Sydney Garlick (staff)
Ms. Tiffany Snow (staff)

Welcome / Introductions

Guest Presentation: Jill Fredel, Director of Communications DHSS

- **HelpIsHereDE.com website**
 - Explained the website and the history of development and implementation
 - Provided information on other DSAMH initiatives such as the START program and DTRN (Delaware Treatment and Referral Network)
 - Wants to increase awareness of the site
 - Possibly by increasing branding through including the website information on more health materials and other websites
 - Inclusion of faith-based community in providing materials and education
 - Feedback from committee



- Increase diversity on website
- Possible inclusion of a screening tool on website
- Possibly include or link to a re-entry service handbook

Discussion of Public Service Announcement

- Idea was brought up to create an PSA with tailored messages that could be associated with a social media campaign that would spread awareness
- Identified the need of targeting special populations and groups such as faith-based communities, prisoners, loved ones of users and users

Set Meeting Dates

- The 4th Thursday of every month, approx. 1-3pm (depending on the agenda)
- Location will rotate to best meet the needs of the committee

Project Purple

- Lisa identified the need for a lead in New Castle County, David will look into finding an organization to take the lead
 - It would require signing an MOU and when most convenient a total donation of \$1,000.
 - In return brochures, logos and website will be sent to the organization

Announcement

- Addiction Symposium at Del-Tech, Georgetown Campus on June 12th
 - 200 people max
 - Will be a day of learning with a panel

Parking Lot for Next Meeting:

Possible Work Shop Fair for employees that support those in recovery

- April?

Continued discussion on language

Replacement of the word stigma as a stigma

Public Comment

***This agenda is subject to change.**